

## IN THE CLAIMS

Please cancel claim 66 without prejudice to or disclaimer of subject matter.

Please amend claims 65, 67, and 70, and add claim 72, as follows.

1 – 64. (Cancelled).

65. (Currently Amended) A method for facilitating generation of a purchaser profile, the method of comprising:

- receiving and processing consumer enrollment data;
- receiving a transaction file comprising a consumer ID and purchase data;
- standardizing said transaction file using a retailer item identifier, wherein said standardizing characterizes at least one of a particular product or service across a plurality of retailers, wherein standardizing said transaction file comprises associating said retailer item identifier and a manufacturer item identifier, and deriving a standard identifier;

- merging said consumer enrollment data with said transaction file; and
- facilitating an analysis of a merged data file to generate a purchaser profile which reflects a consumer's purchases across one or more of said plurality of retailers.

66. (Cancelled)

67. (Currently Amended) The method of claim 65, wherein said purchase data comprises data reflecting one or more of the following: an item purchased, an item

price, a total number of items purchased, a total transaction price, said retailer item identifier, a payment vehicle, a time, a date, a day of the week, a store identifier, whether a purchase transaction occurred online or offline, and a consumer's use of a marketing offer.

68. (Original) The method of claim 65, wherein said consumer enrollment data comprises data reflecting one or more of the following: a name, an address, a date of birth, a social security number, an email address, a gender, names of any household members, survey data, interests, education level, and a brand name preferred by a consumer.

69. (Original) The method of claim 65, wherein said purchase data comprises warranty data and said analysis comprises determining whether a consumer may be a candidate for purchasing an extended warranty plan.

70. (Currently Amended) A method for facilitating generation of a purchaser profile, the method comprising:

receiving and processing consumer enrollment data;

receiving a standardized transaction file comprising a consumer ID, purchase data, wherein the standardized transaction file characterizes at least one of a particular product or service across a plurality of retailers using a retailer item identifier, and wherein said transaction file comprises a standard identifier associated with said retailer item identifier and a manufacturer item identifier;

merging said consumer enrollment data with said standardized transaction file; and

facilitating an analysis of a merged data file to generate a purchaser profile which reflects a consumer's purchases across one or more of said plurality of retailers.

71. (Previously Presented) The method of claim 65, wherein standardizing said transaction file comprises:

creating a retailer item identifier table containing retailer data;

generating a plurality of standard identifiers, each one of said plurality of standard identifiers corresponding to a record in said retailer item identifier table; and

associating said retailer item identifier with one of a plurality of standard identifiers stored in said retailer item identifier table.

72. (New) A method for facilitating generation of a purchaser profile, the method of comprising:

receiving in a first database a transaction file associated with a new consumer, said transaction file comprising purchase data of said new consumer;

requesting consumer data for said new consumer from a second database;

receiving in said first database said consumer data for said new consumer;

standardizing said transaction file using a retailer item identifier, wherein  
said standardizing characterizes at least one of a particular product or service across a  
plurality of retailers ;  
merging said consumer data with said transaction file; and  
facilitating an analysis of a merged data file to generate a purchaser profile  
which reflects said consumer's purchases across one or more of said plurality of retailers.